

**Will, Cure or Failure,  
Says Dr. Advertiser.**

And he will. We know, because we've had an intimate acquaintance with his methods and results for the last ten years. "Will" and "Cure" are two of the strongest words in the English language; "Failure" is the weakest. "Will" is something you have within you, to greater or less degree. In just such degree as you possess "will," in just such degree will you effect a "cure" for "failure," which is nothing more than that stagnation in your business.

Advertising is the only way. All advertising is good. Some plans are better than others. They all cost money. Better consult an advertising specialist when you inaugurate your campaign to effect a "cure." The Massengale Advertising Agency, of Richmond, Va., and Atlanta, Ga., knows the advertising business; also the papers, magazines and methods that will bring best and quickest results. They have competent men to conduct their campaigns. It costs you nothing to get an estimate. Correspondence is invited. It may turn failure into success. Try it.

**'PHONE 527.**